

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 3, 1998

RJR Account #281200  
Ms. N. Hibbert  
HIBBERT & MCGEE, INC.

**MARCH: WINSTON B2G1F / PROMOTION #800115**

Dear Nancy:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	2	12300-11226	1 (12M)	12300-11212
Light Box	4	12300-11926	2 (6M)	12300-11906
Ult Lt Box	2	12300-70326	1 (6M)	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

**DISPLAY DETAIL (#538994)**

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$2,880.68

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51852 1898

-2-

B1G1F

HIBBERT & McGEE, INC.

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

**\* 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

*EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

MARCAMB2.DOC

51852 1899

WHOLESALER : 281200 HIBBERT & MCGEE. INC. <DIRECT>  
 TEMPLATE : 800115 80300 WIN MAR B2G1F  
 TEMPLATE SEQ : 0033  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	388281	MCGREGOR'S PHARMACY	RTE. 2	SOUTH HERO	VT	05486	1				(802)372-5377
162301	163829	665917	WALT'S GAME ROOM	18 MALLETT'S BAY A	WINOOSKI	VT	05404	1				(802)654-8003
163801	163827	113726	CURRIERS MARKET	MAIN STREET	GLOVER	VT	05839	1				(802)525-8822
163801		113875	RAY'S MEATS	VILLAGE SQUARE	IRASBURG	VT	05845	1			140	(802)754-6591
163801	163829	195683	WATERBURY BEVERAGE	46 S MAIN ST	WATERBURY	VT	05676	1				(802)244-5369
163801		433863	CORNER BROOK GENERA	ROUTE 2	MARSHFIELD	VT	05658	1				(802)426-3429
163801		499968	PARTY TYME	157 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1				(802)748-5537
163801		568516	CENTER TOWER	RTE. 5	ST JOHNSBRY CT	VT	05863	1				(802)748-8449
163801	163827	584573	COLES DISCOUNT BEV.	113 PORTLAND ST	SAINT JOHNSBUR	VT	05819	1				(802)748-4866
163801		595922	QUARRY HILL QUICK S	RR 2 BOX 4389	BARRE	VT	05641	1			137	(802)476-8524
163801		689129	ROLAND & SON	RTE 14	SOUTH BARRE	VT	05670	1				(802)476-6066
163801		689446	ORLEANS GENERAL	72 MAIN ST	ORLEANS	VT	05860	1			428	(802)754-6365
163801		749253	ORLEANS ONE STOP	115 MAIN ST	ORLEANS	VT	05860	1				(802)754-6568
163801	163828	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1				(802)472-6460
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1				(802)754-6015
163801	163828	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	2				(802)229-9538
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517
163801	163828	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163801	163828	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	2				(802)888-2694
163801		367267	BOB'S QUICK STOP	RTE. 14	IRASBURG	VT	05845	1				(802)754-2104
163801	163828	381204	M & M BEVERAGE #02	12 MAIN ST	MONTPELIER	VT	05602	2		3598-0000		(802)229-9042
163801	163828	381213	M & M BEVERAGE #05	545 N MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163801	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2794-0200		(802)863-3743
163801	163828	425670	M & M BEVERAGE #04	370 SO BARRE RD	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 118	ORLEANS	VT	05860	1			127	(802)754-8576
163801	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163801	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05602	1				(802)229-5291
163801	163827	549705	LYNDONVILLE REDEMPN	HCR 68	LYNDONVILLE	VT	05851	3				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1		2794-0200		(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163828	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163801	163828	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163801		639423	QUALITY MARKET	155 WASHINGTON ST	BARRE	VT	05641	1			14134	(802)476-3401
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272	(802)476-5088
163801	163828	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1			333	(802)454-7111
163801	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4862
163801	163828	714935	M&A ENTERPRISES LTD	DEA M&M BEVERAGE	HARDWICK	VT	05843	1		2794-0200	483	(802)472-6881
163802	163829	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1				(802)388-3304
163802	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1				(802)222-4617
163802	163828	114238	RICHARDSON'S STORE	MAIN ST	BETHEL	VT	05032	1				(802)234-9570
163802	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	2		3598-0000		(802)728-9197

5N55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 4  
DATE: 98-01-13  
TIME: 11:01 AMWHOLESALE 281200 HIBBERT & MCGEE, INC. <DIRECT>  
TEMPLATE : 800115 80300 WIN MAR B2G1F  
TEMPLATE SEQ : 0033  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163802		490437	MCCULLOUGH'S QUIKSTO	RTE. 107	ROYALTON	VT	05068	1				(802) 234-6260
163802	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1		2794-0200		(802) 728-3642
163802		204352	BUDZYN'S MARKET	RTE 12A	BRAINTREE	VT	05060	1				(802) 728-9901
163802	163825	480689	QUIK 'N' GO	RTE. 5	ASCUTNEY	VT	05030	1			529	(802) 674-6880
163802		528038	TRACY'S STATION	N. MAIN ST.	SHARON	VT	05065	1				(802) 763-8177
163802		685723	FALL'S GENERAL STOR	RTE 12	NORTHFIELD FAL	VT	05664	1				(802) 485-8044

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 54

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 54

51852 1901

# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

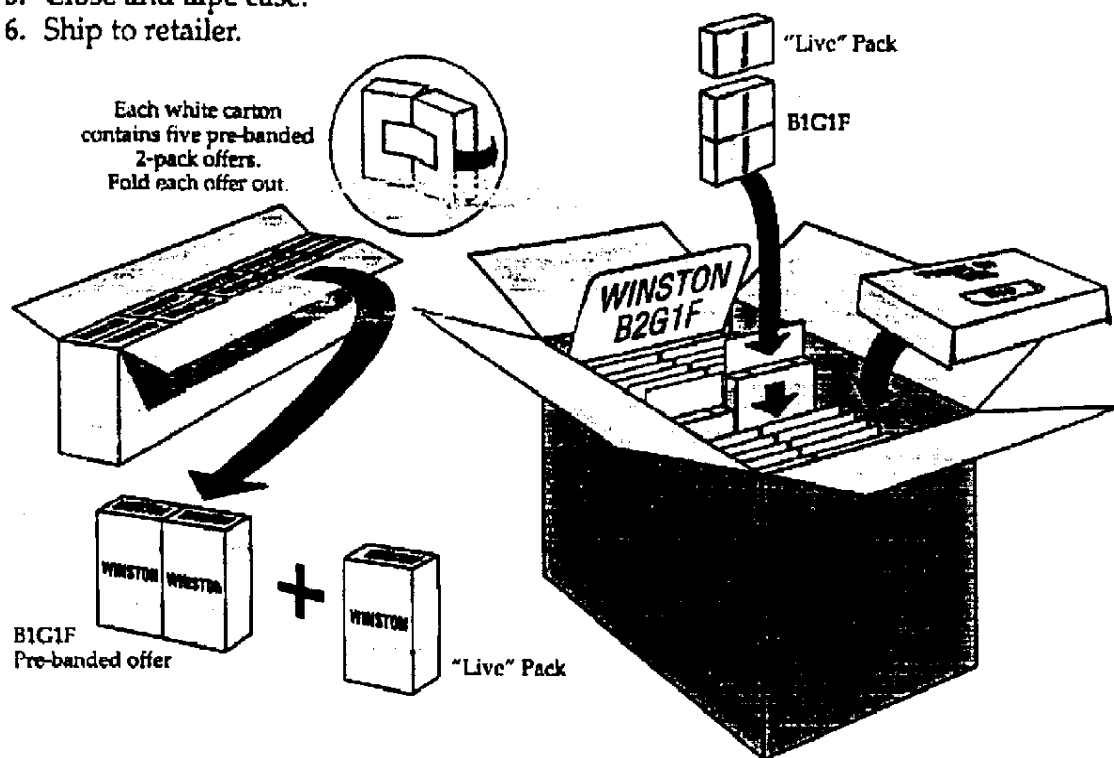
1ST QTR.'98

### March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

#### STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston UL. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

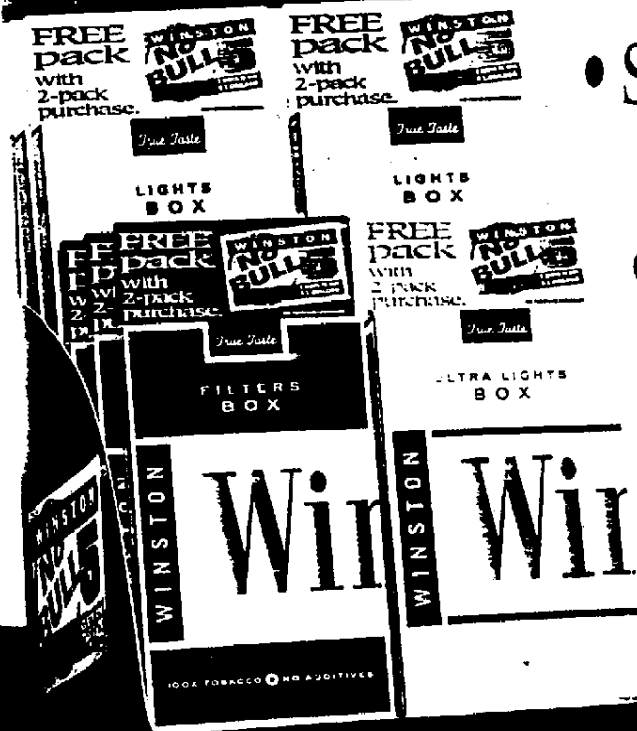
Brand Style	LT BOX	FF BOX	UL LT BOX			
Number of Cartons	2	1	1			

# FREE pack with 2-pack purchase

Smoke this  
**FREE pack**

with 2-pack  
purchase

- Kick off March with this offer:  
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,  
Lights and Ultra Lights Box Styles.
- Dramatic counter display  
and poster.
- Another No Bull 5 way to  
build traffic.



**Winston**



51852 1903